

# GIMBELS : THE STORE OF A MILLION GIFTS

Great Christmas  
Sale : 4800 Pairs

## Women's Silk Stockings

### \$1.65

### 1800 Pairs Very Sheer Hose

Not only are they sheer . . . but they are very fine gauge. Made for more than the usual strength of such sheer hose—lisle topped—lisle reinforced at heel and sole—for service! In black and in gunmetal.

### 3000 Pairs All Silk Ingrain

Almost half price, these. Pure silk from top to toe, and of very fine gauge. In black—the most wanted color. A gift event that will check off half the names on your Christmas list.

GIMBELS GIFT HOSIERY SHOP—Street Floor

## Four Great Shipments of RUGS Here for Gifts!

### Hundreds in Room Size

9x12 Foot Seamless Axminsters	\$54.00
9x12 Foot Seamless Axminsters	\$63.75
9x12 F. Seamless Wilton Velvets	\$69.00
9x12 Foot Seamless Velvet Rugs	\$46.50
9x12 Foot Seamed Wiltons	\$92.00
9x12 Foot Seamless Wiltons	\$87.00
9x12 Foot Seamed Wilton Rugs	\$135
9x12 Foot Seamless Wilton Rugs	\$130

Plenty of Rugs in Smaller  
and Larger Room Sizes

### Hundreds of Small Axminsters

All Oriental patterns deriving their inspiration for color and design from the Persian and the Turkish. Pile after pile of them—now. But the demand is heavy.

27x36 Inches \$5.00	36x63 Inches \$7.25
27x54 Inches \$4.50	36x70 Inches \$8.00
27x54 Inches \$7.50	36x70 Inches \$9.50

GIMBELS RUG STORE—Sixth Floor

### Hundreds of Small Wiltons

Oriental colorings in all the range of wanted shades. Splendid qualities. Moderate pricing.

27x36 Inches	\$6.75
27x54 Inches	\$9.75
36x63 Inches	\$15.75

### Fibre Rugs in a Sale

The reason—trifling shading of the coloring—of no great account. Charming in color—splendid for wear—washable.

27x54 Inches	\$1.65
36x72 Inches	\$2.85
4x7 Feet	\$4.65
6x9 Feet	\$9.25
8x10 Feet	\$13.00
9x12 Feet	\$14.90

## Count the GLOVES On Your Gift List

And Find Them All Here!

Children's cape leather, fleece lined. Brown, tan, - \$1.15	Men's wool lined suede in grey and brown - \$2.95
Women's 16-button imported glove gloves, white or brown, \$2.95	Fownes French kid gauntlets, black, brown, white, tan, \$2.95
12-button white glove, \$2.65	Women's strap-wrist cape-skin gauntlets, tan, brown, \$1.95
Women's imported kid gloves: black or color, - \$1.65	French and domestic novelty gauntlets in infinite variety, \$3.25 to \$5.75
Women's Arabian mocha gloves: grey - \$1.89	Other Gloves up to \$7.50

GIMBELS CHRISTMAS GLOVE SHOP—Street Floor

## Gift Brassieres

Have All the Charm of Silk  
And Lace: Dozens of Styles!

Straight-line bandeaux of pink silk with imitation cluny lace - \$4.00	"Diamant brassieres" for fuller figures, novelty striped, \$2.00
Silk-jersey bandeaux for evening wear—no straps. Models for the slight figure - \$3.50	Brassieres of wash satin with elastic at waist. In gift boxes, \$1.50
Evening bandeaux, alternating lace and satin ribbon - \$2.50	Brassieres of cotton back satin, brocaded and novelty fabrics. Big value, too - \$6.95
Tiny uplift bandeaux of hem-stitched satin ribbon - \$2.00	

And Other Gift Brassieres up to \$6.00

GIMBELS CORSET SHOP—Second Floor

## Smart Christmas Veils

A Special Purchase  
of Draped Veils,  
To Be Sold At  
**\$1.00**

Only 500 of them, a special purchase, with embroidered and chenille border effects. Square and oblong, in a number of styles. Black, brown, navy, taupe, purple, plain or combination, but not ever color in each style.

We have other lace drapes, too, of course, in every desired shade, from \$1.00 up to \$5.95.

GIMBELS VEIL SHOP—Street Floor

## New Guest Room Gifts

The Little Touches That  
Make the Whole World Kin

Rubber Vase Mats—a charming new mat, in a variety of pretty shades, that protect your table from wet flower vases. In rose, blue, amber, grey and green, to match the decorations of your room. Round mats, 9x9, 75c; 13x13, \$1.50.	Guest-room bouquets, a cunning flowered novelty, concealing needles, pins and thread, hooks, eyes, thimble, snappers, button, tape. A Gift extraordinary, at \$1.00.
Waste Paper Baskets covered with splendid quality poplin, gold net, rose buds and narrow gold lace, at \$5.00.	Cretonne Cabinets, three drawers, \$1.00.
Painted Lavender and Pot Pourri jars, filled, at 75c.	

And a hundred other gifts in our Art Needlework Shop.  
GIMBELS ART NEEDLEWORK SHOP—Second Floor

## Drapery Fabrics

—Swing Into Full Action  
for a Christmas  
Ready Home

Cotton Rep—50 inches wide; exceptional quality. Yard \$1.10	Poplin—50 inches wide; a most popular draping. Yard \$1.40
Damask—50 inches. Several colors; for draperies; bedspreads etc., - \$2.65	Shikii Rep—50 inches. Rose; tan; mulberry; blue. Sun-fast colors - \$3.00
Mercerized Satin, 8 colors; 50 inches wide - \$4.95	Silk Rep (silk and cotton), beautifully striped. 50 inches wide - \$4.25
Craftsman Canvas—Imported. For portieres, cushions, etc. 50 inches wide - \$1.85	Silk Poplin—in the popular colors. 50 inches wide - \$2.75

Other Drapery  
Fabrics from  
75c to \$22.50 Yd.

GIMBELS—Sixth Floor

## NOTIONS

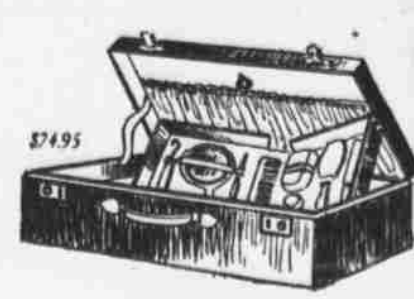
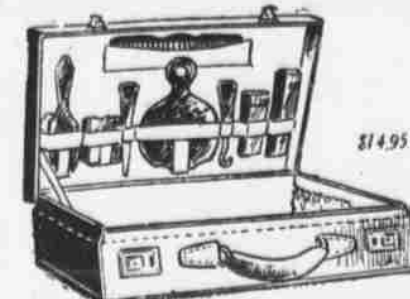
The Makings  
for Your Gifts

For Garters; Rainbow colors of shirred elastic, 45c to 85c a yard.	For Bags; Steel Beads, size 10, at 40c a bunch.
Negligee Garters, themselves in pretty shades, 50c to \$1.75.	Cut Jet Beads, 10c bunch, or 90c a dozen bunches.
Wooden Beads, for trimming bags, baskets or lamps, 25c to 75c a string	Metal Bag Tops, 50c to \$1.00.

### Needlework Gifts :

Leatherette Sewing Roll, for your hand bag; outfitted with thread, needles, pins and thimbles, 35c to 50c.	Novelty Tape Measures; Imported, 50c.
Stork Scissors; and regular style, 25c to \$1.00.	Silver Thimbles, Sterling, 25c and 50c.
Spool Holders, with cushion top, 25c and 50c.	Needle Cases, 25c to \$12.50.
Pin Cushions, in pretty pastel shades, 45c to 75c.	

GIMBELS—Street Floor



## Christmas Sale! Women's Fitted Week-End Cases

Knowing that no gift could please a woman more than a fitted week-end case, months ago we prepared for this Sale. We have never offered better values!

\$5.95 Black Cobra grain fabric cold week-end case, with 10 white fittings in lid. Size: 22 inches long.	\$14.95 Black Cobra grain Cowhide. Steel frame. 8 amber, shell or white fittings: two-toned or decorated. 20-22 inches.
\$19.95 Black long grain Cowhide over a fine wood box. 10 fittings in shell, amber or white. 20 and 22 inches.	\$24.95 Black Cobra grain Cowhide over a basswood box. 10 fittings in a removable leather tray. 22-24 inches.

GIMBELS LEATHER GOODS SHOP—Street Floor

## Diamond Jewelry Gifts for Lady or Gentleman

Diamonds! Time does not diminish their brilliance nor decrease their value. Thousands of dollars' worth of exquisite gifts at your command HERE.

### RINGS

Guard Rings, 18-Kt. White Gold, set with 3 sapphires and 2 diamonds or 5 diamonds - \$29.95	Single Stone Diamond Rings, set in fancy pierced 18-Kt. Green Gold mounting with Platinum top, \$23.00
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Combination of 2 diamonds and 1 sapphire, set in filigree mounting, 14-Kt. Green Gold with Platinum top, \$42.50	Solitaire Rings, all Platinum mountings or Platinum top, \$165.00 to \$725
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CUFF LINKS	Engine turned border, 14-Kt. Green Gold, 1 diamond in each - \$25.00
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### BAR PINS

New pierced designs. 1 diamond and 6 sapphires. 14-Kt. Green Gold; Platinum top, \$39.95	Pierced and filigree effect, set with 3 diamonds and 6 sapphires. 14-Kt. Green Gold, Platinum top, \$87.50
Pierced effect, set with 7 diamonds. All Platinum, \$245.00	SCARF PINS

Pierced design, 18-Kt. White Gold, 1 diamond - \$19.95	Pierced design, 14-Kt. Green Gold, 1 diamond - \$24.00
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BRACELETS	Flexible. Engine turned. Set with 2 square cut sapphires and 1 diamond. 14-Kt. Green Gold, \$42.50
Flexible. Engine turned. Set with 1 square cut sapphire and 2 diamonds. 14-Kt. Green Gold, \$57.50	



### LAVALLIERES

14-Kt. White Gold. 3-drop effect. Filigree, set with 3 sapphires. \$40.00	
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### WRIST WATCHES.

14-Kt. White Gold. Tonneau, cushion or round. 16-jewel movement. Set with 4 diamonds. Fancy dial. Sapphire crown - \$39.95	18-Kt. White Gold. long tonneau shape, set with 4 diamonds and 4 sapphires. Fancy dial. Sapphire crown - \$79.50
All Platinum. Rectangular. Set with 20 or 24 diamonds. 17-jewel movement. Fancy dial. Sapphire crown - \$137.50	All Platinum. Oval. Fancy end pieces. 16-jewel movement. 28 diamonds; 4 sapphires. Fancy dial. Sapphire crown - \$157.50

GIMBELS DIAMOND GIFT SHOP—Street Floor

## Another Big Doll Sale

### 10,000 More in 6 Special Price Groups



Dressed Kewpie in scores of costumes - \$1



Komper Dressed Doll, 22 inches high - \$1.95



Madame Hendron Doll, with "Mama" voice - \$2.45



500 "Handwerck" Dolls in a Sale

\$3.95

22 inches high. Fully jointed, sleeping eyes and eyelashes; curly mohair wig. Dressed in slip, with shoes and stockings; the best doll-buy in New York.

GIMBELS BIG TOYS—Sixth Floor  
OTHER TOYS—Fourth Floor  
SANTA CLAUS—Fourth Floor



Talking and Walking and dancing doll - \$2.95



Dressed Mama-Voice walking doll at - \$3.95



Madame Hendron Doll, walking and talking - \$5



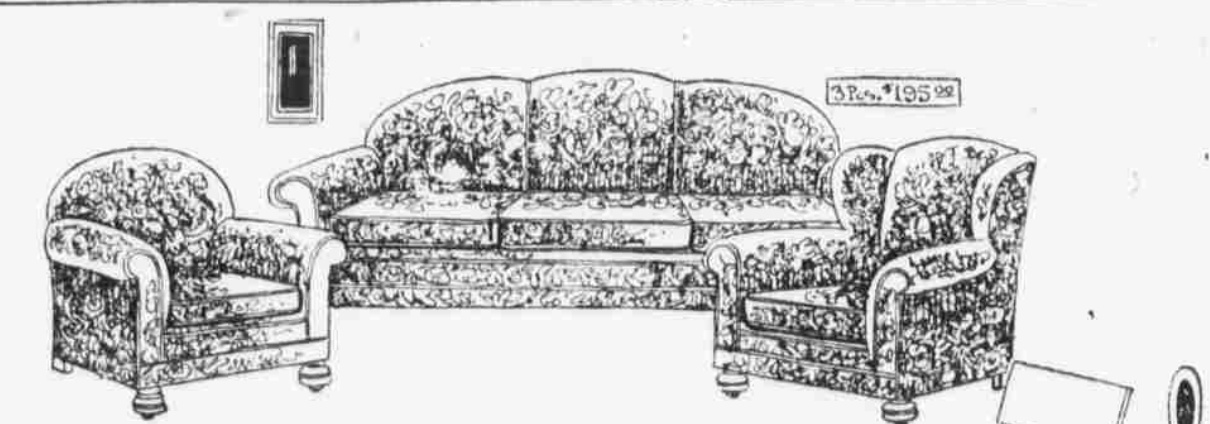
## Decorations for Your Christmas Party

Here are scores of bright decorations and clever novelties to make it an overwhelming success.

Jack Horner Pies. For the center of your Christmas table, two models illustrated above, with a dozen favors at the inside ends of the ribbons. Esquimaux House model, \$8.75	Crepe Paper Luncheon Sets, a fast-color decorated tablecloth, a dozen decorated napkins, and a dozen paper plates, to match - \$5c a set
Christmas Tree Model, \$9.00	Snap-on crepe paper decorated table covers - \$35c each
Snow-Ball Model, \$10.50	Xmas Paper Party Caps, 10c, 15c each
Children's Party Pies, \$2.50 and \$3.50	Crepe Paper Decorations, in attractive designs, 25c a fold
Xmas Place Cards, 35c doz.	Red or green plain crepe, 10c a roll
Xmas Baskets with place cards, 35c each.	Festoons and Garlands, 10c each
Xmas Nut Cups in attractive designs, 10c, 12c, 19c each.	Mica Snow, 10c a roll.
Xmas Tally Cards, 25c, 35c and 50c dozen.	Crepe Paper Icicles, 10c pkg.
Xmas Paper Napkins, 10c dz.	

And a score of other festive suggestions

GIMBELS STATIONERY SHOP—Street Floor



## FURNITURE GIFTS

From the Gift-wise and the Value-wise  
to a Home and Its Householder—These

25 Wing Chairs : \$39.50 A hospitable wing chair is the model sketched. In the cozy manner of Queen Anne; velours covering; loose cushions.	100 Priscilla Sewing Cabinets A winning make from a winning maker. Mohair and velour covered. Loose spring cushion seat and back. Webbing bottom.
Fire-side Chairs : \$57.00 A winning make from a winning maker. Mohair and velour covered. Loose spring cushion seat and back. Webbing bottom.	3-Piece Living Room Suites Just eight of these suites available in assorted covers. Sofa; arm-chair; wing chair; reversible cushions. Webbing bottoms - \$100
3-Piece Living Room Suites Covered all over with a fine grade of imitation needle-point tapestry. Sofa; arm chair; wing chair. Spring seat and back. Web bottom \$195	

\$3  
A Special  
Gift Price

Fine mahogany finish, in the gift most women want at the price that makes Christmas shopping easy. Incidentally, it should make it early. For values like this travel fast!



GIMBELS FURNITURE SHOP—Seventh Floor

We Have Served the Public Faithfully for Eighty Years

# GIMBEL BROTHERS

32ND STREET—BROADWAY—38RD STREET—NEW YORK CITY

Store  
Hours  
9 to 6

Phone  
Pennsylvania  
5160

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways